

# DEMOGRAPHIC PROFILE EXPANDED

1990 - 2000 Census, 2003 Estimates & 2008 Projections

Calculated using Proportional Block Groups

Lat/Lon: 33.457289 / -112.358345

July 2004

RF5

I-10 & N Litchfield Rd		3.00 mi radius		5.00 mi radius		10.00 mi radius	
Goodyear, Arizona							
Population							
Estimated Population (2003)	35,390		70,385		282,485		
Census Population (1990)	16,971		31,632		161,031		
Census Population (2000)	31,453		61,557		250,692		
Projected Population (2008)	41,582		83,145		330,294		
Forecasted Population (2013)	47,902		96,618		379,968		
Historical Annual Growth (1990 to 2000)	14,482	8.5%	29,926	9.5%	89,661	5.6%	
Historical Annual Growth (2000 to 2003)	3,937	4.2%	8,828	4.8%	31,793	4.2%	
Projected Annual Growth (2003 to 2008)	6,192	3.5%	12,760	3.6%	47,809	3.4%	
Est. Population Density (2003)	1,255.67	psm	902.53	psm	902.75	psm	
Trade Area Size	28.18	sq mi	77.99	sq mi	312.92	sq mi	
Households							
Estimated Households (2003)	11,482		22,466		87,122		
Census Households (1990)	5,458		9,613		52,735		
Census Households (2000)	10,247		19,697		77,778		
Projected Households (2008)	13,386		26,386		100,907		
Forecasted Households (2013)	15,338		30,551		115,286		
Households with Children (2003)	5,375	46.8%	10,329	46.0%	42,770	49.1%	
Average Household Size (2003)	3.06		3.08		3.20		
Average Household Income							
Est. Average Household Income (2003)	\$62,343		\$65,487		\$54,248		
Proj. Average Household Income (2008)	\$69,708		\$73,271		\$60,600		
Average Family Income (2003)	\$66,776		\$69,193		\$57,252		
Median Household Income							
Est. Median Household Income (2003)	\$52,432		\$54,911		\$47,718		
Proj. Median Household Income (2008)	\$59,979		\$62,942		\$53,809		
Median Family Income (2003)	\$56,611		\$58,804		\$50,948		
Per Capita Income							
Est. Per Capita Income (2003)	\$20,342		\$21,014		\$16,860		
Proj. Per Capita Income (2008)	\$22,549		\$23,358		\$18,637		
Per Capita Income Est. 5 year change	\$2,207	10.8%	\$2,344	11.2%	\$1,777	10.5%	
Other Income							
Est. Median Disposable Income (2003)	\$43,301		\$45,226		\$39,941		
Est. Median Disposable Income (2008)	\$46,428		\$48,119		\$43,355		
Disposable Income Est. 5 year change	\$3,126	7.2%	\$2,893	6.4%	\$3,414	8.5%	
Est. Median Household Net Worth (2003)	\$40,273		\$42,574		\$39,058		
Daytime Demos							
Total Number of Businesses (2003)	913		1,277		3,942		
Total Number of Employees (2003)	11,615		18,188		60,424		
Company Headqtrs: Businesses (2003)	1	0.1%	3	0.3%	14	0.4%	
Company Headqtrs: Employees (2003)	31	0.3%	148	0.8%	1,859	3.1%	
Unemployment Rate (2003)	2.90%		2.70%		3.50%		
Employee Population per Business	12.7 to 1		14.2 to 1		15.3 to 1		
Residential Population per Business	38.8 to 1		55.1 to 1		71.7 to 1		

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Goodyear, Arizona							
Race & Ethnicity							
White (2003)	24,539	69.3%	49,487	70.3%	184,683	65.4%	
Black or African American (2003)	1,553	4.4%	3,136	4.5%	16,513	5.8%	
American Indian & Alaska Native (2003)	457	1.3%	787	1.1%	4,618	1.6%	
Asian (2003)	658	1.9%	1,392	2.0%	4,665	1.7%	
Hawaiian & Pacific Islander (2003)	58	0.2%	103	0.1%	425	0.2%	
Other Race (2003)	6,917	19.5%	13,026	18.5%	60,730	21.5%	
Two or More Races (2003)	1,208	3.4%	2,454	3.5%	10,852	3.8%	
Not Hispanic or Latino Population (2003)	20,758	58.7%	43,222	61.4%	158,471	56.1%	
Hispanic or Latino Population (2003)	14,632	41.3%	27,163	38.6%	124,014	43.9%	
Not of Hispanic Origin Population (1990)	10,213	60.2%	19,692	62.3%	120,264	74.7%	
Hispanic Origin Population (1990)	6,757	39.8%	11,940	37.7%	40,767	25.3%	
Not Hispanic or Latino Population (2000)	19,078	60.7%	39,101	63.5%	146,071	58.3%	
Hispanic or Latino Population (2000)	12,375	39.3%	22,457	36.5%	104,621	41.7%	
Not Hispanic or Latino Population (2008)	23,032	55.4%	48,287	58.1%	174,990	53.0%	
Hispanic or Latino Population (2008)	18,549	44.6%	34,857	41.9%	155,304	47.0%	
Hist. Hispanic Ann Growth (1990 to 2003)	7,875	9.0%	15,224	9.8%	83,247	15.7%	
Proj. Hispanic Ann Growth (2003 to 2008)	3,917	5.4%	7,694	5.7%	31,290	5.0%	
Age Distribution							
Age 0 to 4 yrs (2003)	3,029	8.6%	5,705	8.1%	25,072	8.9%	
Age 5 to 9 yrs (2003)	3,210	9.1%	5,981	8.5%	26,061	9.2%	
Age 10 to 14 yrs (2003)	3,057	8.6%	6,000	8.5%	25,019	8.9%	
Age 15 to 19 yrs (2003)	2,541	7.2%	5,155	7.3%	21,194	7.5%	
Age 20 to 24 yrs (2003)	2,316	6.5%	4,634	6.6%	20,070	7.1%	
Age 25 to 29 yrs (2003)	2,565	7.2%	5,020	7.1%	21,441	7.6%	
Age 30 to 34 yrs (2003)	2,967	8.4%	5,729	8.1%	22,647	8.0%	
Age 35 to 39 yrs (2003)	2,826	8.0%	5,657	8.0%	21,876	7.7%	
Age 40 to 44 yrs (2003)	2,617	7.4%	5,368	7.6%	20,158	7.1%	
Age 45 to 49 yrs (2003)	2,269	6.4%	4,788	6.8%	17,624	6.2%	
Age 50 to 54 yrs (2003)	1,923	5.4%	4,153	5.9%	14,852	5.3%	
Age 55 to 59 yrs (2003)	1,774	5.0%	3,677	5.2%	12,608	4.5%	
Age 60 to 64 yrs (2003)	1,310	3.7%	2,789	4.0%	9,668	3.4%	
Age 65 to 74 yrs (2003)	1,762	5.0%	3,542	5.0%	13,269	4.7%	
Age 75 to 84 yrs (2003)	967	2.7%	1,731	2.5%	8,182	2.9%	
Age 85 yrs plus (2003)	256	0.7%	456	0.6%	2,744	1.0%	
Median Age (2003)	30.9	yrs	31.7	yrs	30.5	yrs	
Gender Age Distribution							
Female Population (2003)	17,490	49.4%	34,675	49.3%	140,999	49.9%	
Age 0 to 19 yrs (2003)	5,760	32.9%	11,106	32.0%	47,654	33.8%	
Age 20 to 64 yrs (2003)	10,132	57.9%	20,588	59.4%	79,913	56.7%	
Age 65 yrs plus (2003)	1,598	9.1%	2,981	8.6%	13,432	9.5%	
Female Median Age (2003)	31.4	yrs	32.1	yrs	31.2	yrs	
Male Population (2003)	17,900	50.6%	35,710	50.7%	141,486	50.1%	
Age 0 to 19 yrs (2003)	6,077	34.0%	11,735	32.9%	49,692	35.1%	
Age 20 to 64 yrs (2003)	10,435	58.3%	21,227	59.4%	81,031	57.3%	
Age 65 yrs plus (2003)	1,388	7.8%	2,748	7.7%	10,763	7.6%	
Male Median Age (2003)	30.5	yrs	31.4	yrs	29.8	yrs	

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Household Income Distribution								
HH Income \$200,000 or More (2003)	236	2.1%	514	2.3%	1,104	1.3%		
HH Income \$150,000 to \$199,999 (2003)	292	2.5%	632	2.8%	1,310	1.5%		
HH Income \$100,000 to \$149,999 (2003)	1,098	9.6%	2,370	10.5%	6,801	7.8%		
HH Income \$75,000 to \$99,999 (2003)	1,445	12.6%	3,120	13.9%	10,210	11.7%		
HH Income \$50,000 to \$74,999 (2003)	2,679	23.3%	5,369	23.9%	20,614	23.7%		
HH Income \$35,000 to \$49,999 (2003)	2,009	17.5%	3,827	17.0%	16,138	18.5%		
HH Income \$25,000 to \$34,999 (2003)	1,344	11.7%	2,608	11.6%	11,861	13.6%		
HH Income \$15,000 to \$24,999 (2003)	1,119	9.7%	1,958	8.7%	10,260	11.8%		
HH Income \$0 to \$14,999 (2003)	1,261	11.0%	2,067	9.2%	8,824	10.1%		
HH Income \$35,000+ (2003)	7,759	67.6%	15,832	70.5%	56,177	64.5%		
HH Income \$75,000+ (2003)	3,072	26.8%	6,636	29.5%	19,425	22.3%		
Housing								
Total Housing Units (2003)	12,592		24,390		93,805			
Housing Units, Occupied (2003)	11,482	91.2%	22,466	92.1%	87,122	92.9%		
Housing Units, Owner-Occupied (2003)	8,534	74.3%	17,938	79.8%	66,663	76.5%		
Housing Units, Renter-Occupied (2003)	2,949	25.7%	4,528	20.2%	20,459	23.5%		
Housing Units, Vacant (2003)	1,109	8.8%	1,924	7.9%	6,683	7.1%		
Median Years in Residence (2003)	2.1	yrs	2.2	yrs	2.9	yrs		
Marital Status								
Never Married (2003)	6,697	25.0%	13,360	24.7%	54,883	25.8%		
Now Married (2003)	14,685	54.8%	30,474	56.2%	111,603	52.4%		
Separated (2003)	1,633	6.1%	3,401	6.3%	14,577	6.8%		
Widowed (2003)	2,555	9.5%	4,832	8.9%	22,008	10.3%		
Divorced (2003)	1,219	4.5%	2,117	3.9%	9,894	4.6%		
Household Type								
Population Family (2003)	30,350	85.8%	60,405	85.8%	241,107	85.4%		
Population Non-Family (2003)	4,796	13.6%	8,844	12.6%	37,682	13.3%		
Population Group Qtrs (2003)	244	0.7%	1,136	1.6%	3,696	1.3%		
Family Households (2003)	8,958	78.0%	17,898	79.7%	68,447	78.6%		
Married Couple With Children (2003)	3,114	21.2%	6,666	21.9%	21,809	19.5%		
Average Family Household Size (2003)	3.39		3.37		3.52			
Non-Family Households (2003)	2,524	22.0%	4,568	20.3%	18,674	21.4%		
Household Size								
1 Person Household (2003)	1,896	16.5%	3,353	14.9%	14,030	16.1%		
2 Person Households (2003)	3,670	32.0%	7,532	33.5%	25,563	29.3%		
3 Person Households (2003)	1,960	17.1%	3,846	17.1%	14,687	16.9%		
4 Person Households (2003)	1,934	16.8%	3,789	16.9%	14,972	17.2%		
5 Person Households (2003)	1,095	9.5%	2,093	9.3%	9,280	10.7%		
6+ Person Households (2003)	926	8.1%	1,854	8.3%	8,589	9.9%		
Household Vehicles								
Total Vehicles Available (2003)	19,808		41,195		156,459			
Household: 0 Vehicles Available (2003)	810	7.1%	1,106	4.9%	4,871	5.6%		
Household: 1 Vehicles Available (2003)	3,909	34.0%	7,093	31.6%	30,175	34.6%		
Household: 2+ Vehicles Available (2003)	6,763	58.9%	14,267	63.5%	52,076	59.8%		
Average Vehicles Per Household (2003)	1.7		1.8		1.8			

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<b>Labor Force</b>							
Est. Labor: Population Age 16+ (2003)	25,561		51,620		201,929		
Est. Civilian Employed (2003)	15,522	60.7%	31,315	60.7%	119,697	59.3%	
Est. Civilian Unemployed (2003)	743	2.9%	1,412	2.7%	6,977	3.5%	
Est. in Armed Forces (2003)	380	1.5%	1,082	2.1%	3,415	1.7%	
Est. not in Labor Force (2003)	8,917	34.9%	17,811	34.5%	71,840	35.6%	
<b>Occupation</b>							
Occupation: Population Age 16+ (2000)	13,559		26,801		103,445		
Mgmt, Business, & Financial Operations (2000)	1,700	14.8%	3,734	16.6%	10,460	12.0%	
Professional and Related (2000)	2,043	15.1%	4,146	15.5%	13,206	12.8%	
Service (2000)	2,291	16.9%	4,122	15.4%	15,187	14.7%	
Sales and Office (2000)	3,699	27.3%	7,376	27.5%	31,186	30.1%	
Farming, Fishing, and Forestry (2000)	262	1.9%	465	1.7%	1,100	1.1%	
Construction, Extraction, & Maintenance (2000)	1,547	11.4%	2,977	11.1%	15,029	14.5%	
Production, Transport, & Material Moving (2000)	2,017	14.9%	3,982	14.9%	17,277	16.7%	
Percent White Collar Workers (2000)	54.9%		56.9%		53.0%		
Percent Blue Collar Workers (2000)	45.1%		43.1%		47.0%		
<b>Consumer Expenditure</b> (in \$,000,000s)							
Total Household Expenditure (2003)	\$567		\$1,151		\$3,939		
Total Non-Retail Expenditures (2003)	\$328	57.8%	\$666	57.8%	\$2,279	57.9%	
Total Retail Expenditures (2003)	\$239	42.2%	\$486	42.2%	\$1,660	42.1%	
Apparel (2003)	\$30	5.4%	\$62	5.4%	\$212	5.4%	
Contributions (2003)	\$16	2.9%	\$34	2.9%	\$113	2.9%	
Education (2003)	\$10	1.7%	\$19	1.7%	\$67	1.7%	
Entertainment (2003)	\$29	5.1%	\$58	5.1%	\$199	5.0%	
Food And Beverages (2003)	\$93	16.5%	\$190	16.5%	\$652	16.6%	
Furnishings And Equipment (2003)	\$22	3.9%	\$45	3.9%	\$152	3.8%	
Gifts (2003)	\$17	2.9%	\$34	2.9%	\$115	2.9%	
Health Care (2003)	\$36	6.3%	\$73	6.3%	\$248	6.3%	
Household Operations (2003)	\$18	3.1%	\$36	3.1%	\$123	3.1%	
Miscellaneous Expenses (2003)	\$6	1.1%	\$13	1.1%	\$44	1.1%	
Personal Care (2003)	\$9	1.6%	\$19	1.6%	\$65	1.6%	
Personal Insurance (2003)	\$7	1.2%	\$13	1.2%	\$46	1.2%	
Reading (2003)	\$3	0.5%	\$6	0.5%	\$21	0.5%	
Shelter (2003)	\$104	18.3%	\$210	18.3%	\$716	18.2%	
Tobacco (2003)	\$5	0.9%	\$10	0.9%	\$35	0.9%	
Transportation (2003)	\$120	21.1%	\$243	21.1%	\$835	21.2%	
Utilities (2003)	\$43	7.5%	\$87	7.5%	\$298	7.6%	
<b>Educational Attainment</b>							
Adult Population (25 Years or Older) (2003)	21,237		42,910		165,069		
Elementary (0 to 8) (2003)	2,641	12.4%	4,871	11.4%	18,810	11.4%	
Some High School (9 to 11) (2003)	2,289	10.8%	4,328	10.1%	23,426	14.2%	
High School Graduate (12) (2003)	5,315	25.0%	10,284	24.0%	46,692	28.3%	
Some College (13 to 16) (2003)	5,394	25.4%	11,588	27.0%	43,502	26.4%	
Associate Degree Only (2003)	1,412	6.6%	2,995	7.0%	11,075	6.7%	
Bachelor Degree Only (2003)	2,765	13.0%	5,834	13.6%	14,501	8.8%	
Graduate Degree (2003)	1,422	6.7%	3,011	7.0%	7,063	4.3%	

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Units In Structure						
1 Detached Unit (2000)	7,326	65.6%	15,898	74.7%	60,571	72.6%
1 Attached Unit (2000)	514	4.6%	711	3.3%	4,835	5.8%
2 to 4 Units (2000)	733	6.6%	777	3.7%	3,034	3.6%
5 to 9 Units (2000)	421	3.8%	563	2.6%	2,387	2.9%
10 to 19 Units (2000)	239	2.1%	458	2.2%	2,088	2.5%
20 to 49 Units (2000)	376	3.4%	419	2.0%	1,265	1.5%
50 or more Units (2000)	484	4.3%	596	2.8%	3,751	4.5%
Mobile Home or Trailer (2000)	1,058	9.5%	1,762	8.3%	5,100	6.1%
Other Structure (2000)	17	0.1%	97	0.5%	450	0.5%
Homes Built By Year						
Homes Built 1999 to 2000	1,845	16.5%	3,375	15.9%	6,772	8.1%
Homes Built 1995 to 1998	3,317	29.7%	6,180	29.0%	14,394	17.2%
Homes Built 1990 to 1994	525	4.7%	1,913	9.0%	7,546	9.0%
Homes Built 1980 to 1989	1,336	12.0%	3,288	15.4%	18,354	22.0%
Homes Built 1970 to 1979	1,898	17.0%	3,206	15.1%	20,319	24.3%
Homes Built 1960 to 1969	964	8.6%	1,556	7.3%	11,255	13.5%
Homes Built 1950 to 1959	793	7.1%	1,097	5.2%	3,213	3.8%
Homes Built 1940 to 1949	490	4.4%	666	3.1%	1,629	2.0%
Home Values						
Home Values \$1,000,000 or More (2000)	0		5	0.0%	29	0.1%
Home Values \$500,000 to \$999,999 (2000)	9	0.1%	25	0.2%	56	0.1%
Home Values \$400,000 to \$499,999 (2000)	34	0.5%	78	0.6%	127	0.2%
Home Values \$300,000 to \$399,999 (2000)	171	2.7%	359	2.6%	616	1.2%
Home Values \$200,000 to \$299,999 (2000)	745	11.7%	1,543	11.3%	2,487	4.8%
Home Values \$150,000 to \$199,999 (2000)	1,293	20.3%	3,006	21.9%	4,845	9.3%
Home Values \$100,000 to \$149,999 (2000)	2,360	37.0%	5,112	37.3%	15,572	29.8%
Home Values \$75,000 to \$99,999 (2000)	1,210	19.0%	2,307	16.8%	19,790	37.8%
Home Values \$50,000 to \$74,999 (2000)	354	5.5%	735	5.4%	6,409	12.3%
Home Values \$25,000 to \$49,999 (2000)	155	2.4%	394	2.9%	1,952	3.7%
Home Values \$0 to \$24,999 (2000)	48	0.8%	139	1.0%	403	0.8%
Owner Occupied Median Home Value (2000)	\$135,141		\$135,524		\$106,571	
Renter Occupied Median Rent (2000)	\$505		\$532		\$537	
Transportation To Work						
Drive to Work Alone (2000)	9,926	71.5%	20,477	73.6%	77,603	72.5%
Drive to Work in Carpool (2000)	2,747	19.8%	5,260	18.9%	21,778	20.3%
Travel to Work - Public Transportation (2000)	48	0.3%	89	0.3%	1,544	1.4%
Drive to Work on Motorcycle (2000)	55	0.4%	101	0.4%	352	0.3%
Walk or Bicycle to Work (2000)	547	3.9%	766	2.8%	2,455	2.3%
Other Means (2000)	196	1.4%	415	1.5%	1,029	1.0%
Work at Home (2000)	356	2.6%	698	2.5%	2,318	2.2%
Travel Time						
Travel to Work in 14 Minutes or Less (2000)	3,546	26.2%	6,457	23.8%	21,475	20.5%
Travel to Work in 14 to 29 Minutes (2000)	4,071	30.1%	8,573	31.6%	36,661	35.0%
Travel to Work in 30 to 59 Minutes (2000)	5,113	37.8%	10,622	39.2%	40,141	38.3%
Travel to Work in 60 Minutes or More (2000)	789	5.8%	1,458	5.4%	6,483	6.2%
Average Travel Time to Work (2000)	25.2	mins	25.6	mins	26.3	mins

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